ensighten

Marketing in the Moment

How Ensighten Enables Real-Time Omni-Channel Experiences

Introduction: Marketing in the Moment

Customer data is at the core of digital marketing and fuels most of today's digital capabilities. Ensighten's leading enterprise tag management system, part of a broader customer data platform, is foundational in enabling the data and technology capabilities required to drive smarter customer interactions on behalf of some of the world's largest enterprise brands.

With Ensighten, enterprise marketing organizations are able to collect, own and act on customer data across channels and distribute this data in real-time to the tools and technologies that deliver personalized experiences and provide the insights and analytics to optimize each engagement.

In short, Ensighten's platform solves for one of the biggest challenges facing marketers—creating consistent, in-the-moment experiences anywhere along the customer journey. Using these capabilities, marketers can better orchestrate their data and technology to drive business results.

This Ensighten Strategy Brief begins by exploring the foundation for marketing in the moment: optimizing enterprise tag management for all the channels that marketers use to engage consumers.

Ensighten offers a **single-line technology solution** that enables both tag deployments and data collection across all marketing channels and devices.

Tag Management Optimized for all Channels

In today's omni-channel world, marketers are asking critical questions. What is the consumer's brand experience across a growing number of channels and devices? How can multi-channel data be used to deliver a more personalized customer experience, an especially difficult charter since data is often isolated within technology systems and organizational silos.

The answer to these questions lies in the ability to optimize enterprise tag management for all channels—essential to uniting data and creating a single view of the customer for engagement. As marketers follow their customers across touch points, it is critical that their tag management system is architected to deliver agility in this constantly changing omni-channel journey. When tag management is optimized for all channels, marketers benefit from the power of a broader customer data platform, orchestrating and activating data from online, offline and offsite sources.

Owned Digital Properties

Ensighten began as the most robust and scalable tag management platform for websites, mobile websites and mobile apps. Thanks to Ensighten's

Building the Right Data Foundation

By deploying Ensighten, marketers can simplify the management of technology and data to produce more personalized customer interactions.
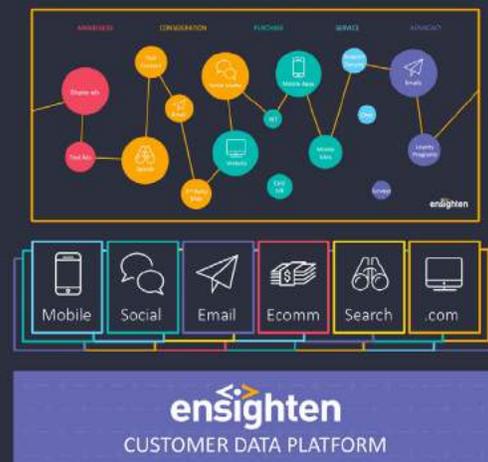
hybrid client and server-side architecture, it is the only platform in the industry with the performance and scalability to truly deliver on the enterprise tag management promise of a single platform to support any tag and any use case. This capability is also backed by Ensighten's advanced enterprise workflow, validation, security, controls and permissions systems, which also give IT personnel the comfort and confidence to allow the platform to be deployed across the entire enterprise organization and to be leveraged by distributed marketing teams and agency partners.

Ensighten's website tagging has also evolved to support the latest trends in digital marketing, including responsive design sites, single-page apps, and the introduction of new frameworks like Angular and Backbone.js.
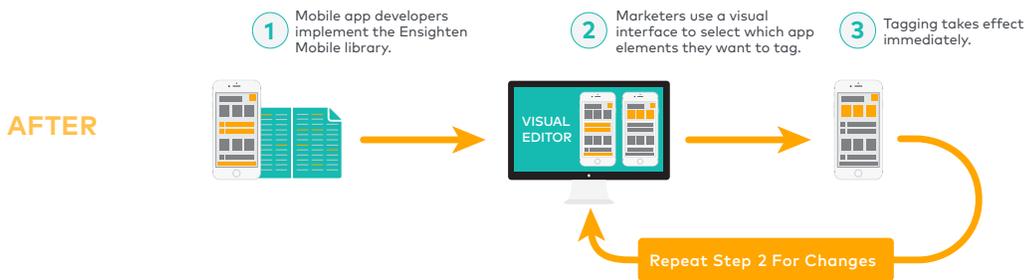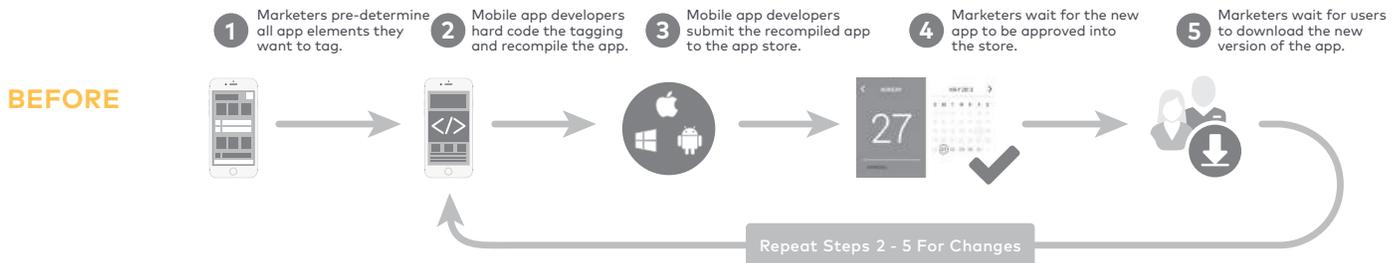
Native Mobile App Environment

We live in a mobile-first world, where consumers engage with mobile channels before anything else. Marketing, as a result, must evolve strategies to move into mobile without restrictions, particularly with the challenges of optimizing in the native mobile app environment. With its patented no-SDK approach for mobile apps, Ensighten can now offer marketers the same flexibility and benefits

that historically have only been available to the website to mobile apps.

- **One-time implementation:** Marketers are now free from the restrictive realities of traditional SDK mobile app development. With the one-time implementation of Ensighten's mobile library file, marketers can now access all of Ensighten's traditional tag management capabilities without having to update the app again.

- **Real-time updates:** Ensighten's no-SDK approach allows marketers to bypass the restrictive SDK release cycles of today that involve re-compiling the application for any new changes required, and then re-submitting the app for marketplace approval each time. This waterfall approach to app releases just doesn't work for today's marketing, and certainly not for mobile. Fortunately, Ensighten gives marketers the ability to by-pass this release cycle, gaining true marketing agility.

Optimizing Mobile Apps: Before and After Ensighten Capabilities

BEFORE

1 Marketers pre-determine all app elements they want to tag.

2 Mobile app developers hard code the tagging and recompile the app.

3 Mobile app developers submit the recompiled app to the app store.

4 Marketers wait for the new app to be approved into the store.

5 Marketers wait for users to download the new version of the app.

Repeat Steps 2 - 5 For Changes

AFTER

1 Mobile app developers implement the Ensighten Mobile library.

2 Marketers use a visual interface to select which app elements they want to tag.

3 Tagging takes effect immediately.

VISUAL EDITOR

Repeat Step 2 For Changes

Integration with Paid Channels

The largest areas of marketing investment and biggest areas of omni-channel growth come in the leveraging of paid channels to increase brand awareness, engagement and ultimately new customer acquisition.

While acquisition has always been critical to generating new customers, what has changed with the shift to omni-channel marketing is the enterprise's need to integrate the upper-funnel awareness and engagement activities with paid and earned media with the larger, down-funnel, owned media programs. No longer can these two worlds exist as separate silos. To successfully deliver personalized, cross-channel experiences, the enterprise marketing organization needs to be immediately aware of the granular details of every user interaction so it can inform that next best action.

Ensighten is helping enterprises break down the traditional data silos that have existed between the media and owned-site marketing teams by providing an efficient and effective way to collect and share data across every touch point and throughout the entire enterprise.

Most of today's display advertising ecosystem is still driven by third-party cookies and the use of third-party tracking pixels. This simple and scalable implementation works so well because it allows for advertising platforms to track users across millions of sites and build rich cookie pools for targeting and activation that are easily sharable. While third-party pixels have served our industry well and fueled advanced audience targeting in media, this approach is not ideal for long-term strategies as enterprises look to leverage this same data to drive lower funnel, on-site marketing personalization activities. The reason is simple: when it comes to tracking pixels, whoever owns the domain owns the data. While third-party pixels enable rapid scale for media, they truly limit the enterprises ability to collect and own the data from their paid and earned marketing initiatives. The enterprise pays for the results, but has limited access to the actual user insights.

Ensighten has taken a unique approach to the problem and introduced first-party tracking to allow brands to get their own copy of the data as part of each and every user interaction. This is all achieved by generating first-party tracking pixels associated to the client's domain and allowing marketing teams to insert this pixel in any marketing touch they care to measure. For the first time, enterprise marketing organizations now have full access, ownership and transparency to the user and event data that they need to fuel a richer customer journey, along with personalization strategies.

High-Value Customer Records in the CRM

The most valuable data in many marketing interactions comes from the rich customer records that are owned by the enterprise. Many brands have the benefit of long and rich customer relationships, and that is especially true in financial services and loyalty accounts. Long and deep purchase and user history is captured. This data often drives advanced modeled segmentation, propensity and RFM scoring, and next-best offer strategies.

The reality is that this data is usually the most valuable to drive future user and purchase behavior. And it has the additional benefit of being owned by the brand. But more often than not, it's the hardest data set for a marketer to access and leverage for marketing, especially for timely, real-time actions. The reasons behind these challenges should not come as a surprise. Separate data silos exist behind the corporate firewall. That data may not be integrated with other internal and external systems, and security and privacy concerns often come into play. The enterprise may also lack a real-time architecture (which can be expensive and challenging to design).

Ensighten has focused on solving the hardest part of this challenge—the last mile, real-time activation of CRM data. This is done by building a real-time integration with an enterprise's CRM database, creating a real-time gateway to the digital web and mobile ecosystem.

Ensighten is uniquely architected and patented to support scalable and flexible tagging and data collection across the channels marketers care about most.

Ensighten provides industry-standard ways to upload and onboard CRM data into its platform. Once uploaded, CRM data provides additional data points immediately available for triggering real-time data and technology execution. Because it's natively integrated with the tag management system, it is easy to distribute this CRM data to any marketing tag that is already deployed. This gives Ensighten's customers the flexibility to enable, scale and orchestrate personalized experiences across channels and technologies. All tags and channels can work off the same data set and view of a user.

Grow With the Internet of Things (IoT)

Consumer device proliferation has left the industry scrambling to find ways to measure and market to their users as they continue to adopt new devices. Ensighten is leading the charge by offering an open platform that allows enterprises to pick from a variety of implementation approaches to integrate with emerging Internet of Things (IoT) use cases, whether its point of sale (POS), kiosks, set-top boxes, downloadable software—or whatever else the industry holds in store.

The key to the Ensighten approach is flexibility. If the environment supports JavaScript, then a regular JS implementation can work. If the enterprise wants to integrate with Ensighten's full set of APIs, that capability is available out of the box. Or, if all the client needs is a pixel to pass data, Ensighten can accommodate that use case as well.

With Ensighten, enterprise customers can have confidence knowing that their data and tag management platform can grow with them as they continue to evolve and advance their own marketing capabilities.

The Need for Speed: The Importance of Real-Time Data

As Ensighten customers build out their capabilities to deliver real-time, in-the-moment experiences across multiple channels, the critical missing ingredient in almost all cases is granular real-time data. This data helps the brand understand who the user is, when and where the interaction occurred, and what the user chose to do. Understanding the context and quality of each touch can better inform each segment, audience, attribution model and next-best action strategies. Real-time data availability is also essential because the most critical moments often occur when a user proactively reaches out to interact with the brand. Marketers need to be ready for that "zero moment of truth" to respond with the most relevant experience recognizing who consumers are and anticipating their next action.

Because Ensighten offers the most marketing-friendly tag integrations across all digital marketing channels, it should come as no surprise that Ensighten also serves as the digital data collection platform for its many customers.

Some of Ensighten's largest customers have adopted a first-party data collection approach to gain a single data view of all user digital interactions across all web and mobile channels. And because this is an extension of the Ensighten tag management platform, it allows customers to leverage existing Ensighten investments and extend them by enabling data collection. Because Ensighten is already running on its client's channels, Ensighten becomes the quickest way to collect and distribute digital data across the enterprise organization and with key agency and technology partners.

Market to People, Not Cookies

Those who are still focused on marketing to cookies, not visitors, are missing the larger opportunity to truly connect with their users and provide relevant experiences that generate positive outcomes. The Ensighten platform is designed to support customer-centric marketing by providing a real-time, customer profile creation and activation service to power multiple marketing activities.

Because Ensighten is running across owned and paid channels, it can provide a real-time customer view that can be integrated in real-time with a CRM database and stitched across touch points. This gives Ensighten customers an always-on, real-time profile around each user and makes this profile available and actionable across its tag management platform, allowing every deployed tag to leverage user profiles as part of a decision and execution strategy.

Dick's Sporting Goods Customer

Top-tier Spender

Enrolled in Holiday Promotional Campaign

Not Enrolled in Offers

Present Relevant Offer

Enable All Marketing Technologies for All Use Cases

With thousands of marketing technologies all offering new and best of breed marketing capabilities, it's critical that the exploration, implementation, customization and scaling of new technologies become a repeatable streamlined plug-and-play capability for any organization.

Fortunately for Ensighten customers, the adoption of new technologies quickly becomes a center of excellence and new competitive advantage for them. This is achieved through Ensighten's App Marketplace, which offers more than 1,100 plug-and-play integrations that make the deployment of new technologies safe, secure and integrated with all the omni-channel data they need to generate value.

Ensighten has done the heavy lifting with the vendor ecosystem so customers don't have to do so. Apps are certified for Ensighten and give both marketers and IT the trust and confidence to pull the next app off the shelf and plug it into their marketing technology stack.
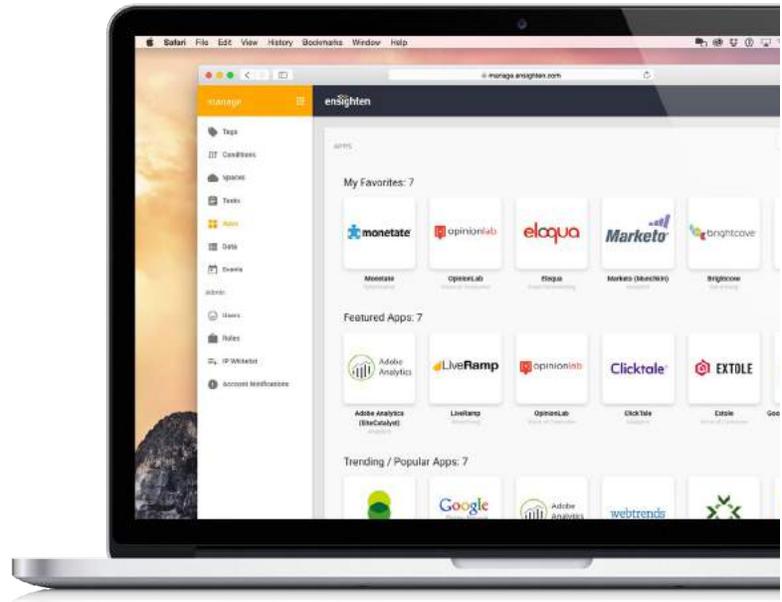
Enabling Transformation Across the Company

The move to true omni-channel personalization — being able to market in the moment — is a major shift for most marketing organizations and introduces significant and long-term organizational disruption to enterprises big and small. Most enterprises have embarked on multi-year digital transformation projects to re-tool their marketing factories, re-train their people, and redesign their organizations and processes to enable this type of rapid organizational change.

Since it takes a village to deliver omni-channel marketing, many enterprises have partnered with strategic consulting companies, agencies, technology partners and outsourced resource providers to accelerate their timelines and fill critical skill and knowledge gaps along the way. Today's enterprise marketing organization is heavily distributed across regions and time zones, and requires the participation of more people and skillsets across employees, contractors and outside consultants.

Because Ensighten's customers represent some of the biggest brands in multiple industries, the company has been on the ground floor as a strategic partner to its customers as they embark on this digital transformation journey. As part of this journey, Ensighten provides a number of enterprise controls to help clients successfully transition to this truly distributed, organizational design.
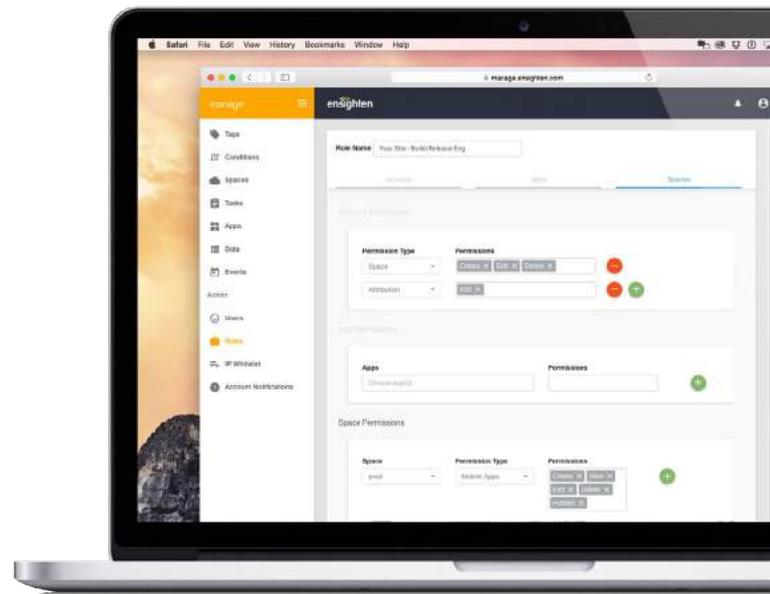
This includes Spaces, a powerful tag management feature that allows customers to customize user access and workflow to mirror their current and ever-changing organizational design preferences. Spaces was designed to solve for the agency-access use case when an enterprise needs to provide access to outside partners.

Customized permissions (right) can be designed to allow customization of every element of user access, or separate Spaces (sandboxes) can be created to limit the pages, environments, data and tags available for the user to access, limiting their visibility only to what they need for their role to function.

Enterprise adoption of new marketing technologies requires that all teams and stakeholders accept, embrace and commit to the onboarding of the new technology. To overcome the many obstacles in this process, enterprises need the flexibility to customize technology to align to their organizational requirements. With Ensighten's Spaces approach,

enterprises finally have a digital marketing platform that enables marketing, but also supports the realities of today's complex enterprises.

Conclusion: Future Proof Your Digital Marketing

Digital marketing success requires not just selecting the right technologies, but also accounting for people and process. Otherwise, the technology will fail the marketing team's goals. This is why Ensighten has invested in a wealth of features and capabilities, as part of a broader customer data platform, that allow enterprises to deploy, customize and scale across their organization—giving them the confidence to know that wherever their digital marketing strategy takes them next, Ensighten will be there to enable, accelerate and enhance those capabilities across their organization.

Select Brands Using Modern Enterprise Tag Management

ABOUT ENSIGHTEN

Ensighten enables global brands to simplify the management of their data and technology investments so they can orchestrate smarter interactions across touch points. Ensighten's leading customer data platform delivers enterprise tag management; robust profile creation and management; and powerful omni-channel data collection capabilities that bridge customer behavior information from web, mobile, digital advertising, Internet of Things (IoT) and offline sources. Using Ensighten, organizations can leverage rich, first-party customer data and profiles to fuel personalization and enhanced insight using their existing technology investments. Ensighten delivers industry best privacy and security safeguards, unparalleled scale and performance, and the deep integration with the broader digital marketing eco-system. Select customers include CDW, Hearst Corp., The Home Depot, Microsoft, State Farm, United Airlines and T-Mobile. Ensighten is headquartered in San Jose with offices in London, Sydney and San Diego.

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